

participant had a negative attitude to the action. It would seem that the company "Hello" was certainly ready to negative discussions related to the action, but the discussions have gained a new twist, which the company "Allo" did not expect.

"Sell your own name," it had to be the worst in this action, but what happened is even worse. An unfair action!

The action started on October 17 and its first winner has provided documents in just 4 days, on October 21, following 4 winners, one of who is 73 old man provided data on October 27 in 10 days after the beginning of the action, even though according to the law of Ukraine "On Citizenship of Ukraine" the change of passports is carried out within 3 months, the urgent change of passport within 14 days. It means that the winners of the action bypassed the law, to get a smartphone and organizers have not paid attention or winners knew in advance about the conditions of the stock, before it began. In any of these cases, the participants' victory was unfair that immediately affects the company's reputation.

Another organizer of such an action was "PrivatBank" who gives iPhone 6s for a change of surname Beria, Stalin, Chekatilo for any other surnames and iPhone 7 for changing the surname Putin, the number of smartphones is unlimited. The organizer says that the action applies to Russian citizens as well. Society perceived this action in a positive way, as a whole it may gain a success.

This study was conducted in order to show that there may be negative consequences after marketing activities if they offend the dignity of its participants and to prevent the occurrence of similar events in the future.

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THE MARKET EFFECT OF EXPORTS

Key words: export activity, competitiveness, competitive positions, market share, growth rate, management mechanisms.

Export activity is an important and integral part of the economic activity of the enterprise. Export operations is an essential prerequisite for the expansion of markets, increase of production and improvement of product quality, which, in turn, can to create favourable ground for strengthening of the competitive positions of the company.

Companies that try to enter the foreign market should define indicators and factors and to take into account its international competitiveness. To enter the international market the company should first reach a certain level of efficiency of its work.

The main criterion of appropriateness for enhance of commercial operations in foreign markets is the efficiency of export activities. Analysis and evaluation of performance factors of the company provides export basis for modeling of economic activity of enterprises and the development of management mechanisms for

improvement of its efficiency.

It should be borne in mind that factors shaping the competitiveness of enterprises are not isolated, but systematically, and both are factors of increasing the efficiency of export activities and it is necessary to consider when leaving on a foreign market.

The competitiveness of enterprises may be compared with the market share. The firm, which occupies more large share of the market is more competitive than firm that occupies a smaller market share. According expansion of exports and conquest of new markets leads to increased competitiveness.

The market effect of exports as the direction of evaluating the effectiveness of export activity includes the following local indicators: rate of share growth on foreign market; the growth rate of the share of exports in total production; growth rate in sales of enterprise; the share of products whose quality meets or exceeds the best foreign analogues in total production.

To increase its market share companies should: to increase production, given all constraints on resources and explore the market on the attractiveness of products produced by the company. In this case, to make substantiated management decisions it is necessary to use the mathematical methods of optimization.

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UKRAINIAN ADVERTISING MARKET

Key words: advertising market, Ukrainian media market.

At the core of modern market economy of any state is the competition; it encourages entrepreneurs to act more effectively within the market. Advertising is one of the main means to promote goods and services into the market, informing consumers about new products. It is one of the ways of leading a competitive struggle, which contributes to the formation of the common economic space.

The advertising market in economics is the place where supply and demand for advertising coincide, the place where their costs come into services. It is a part of the economic system and it provides the public demand for advertising services. The advertising market is an independent sector of the economy that includes a broad set of economic, legal, social and other relations that emerge and develop between the major market entities, namely advertisers, advertising agents, distributors and advertising consumers. There is a close economic relationship between subjects. It is the basis of the advertising process and the functioning of the market as a whole.

In the advertising market there are such things as supply and demand for advertising services, costs and profits, market conditions, price and its formation, competition, etc. Due to the development of both society and subjects relations, the functions of the advertising market are constantly changing.